



JLARC Municipality Reporting - *Bainbridge Island*

Add Activity

Activity

Activity Name:

Organization:

Activity Type:  
Event/Festival

Activity Date:  
Start Date:      End Date:

Funds  
Requested:  
\$  
Awarded:  
\$  
Total Cost of Activity:  
\$

Attendee Estimates

	Projected	Actual	Methodology
Overall Attendance:			Select One
Attendees who traveled 50 miles or more to attend:			
Total:			Select One
Attendees who stayed overnight:			Select One
Of total, attendees who traveled from another state or country:			
Paid accommodations:			Select One
Unpaid accommodations:			Select One
Paid Lodging nights:			
			Select One

Activity Notes:

## 2015 JLARC Reporting Definitions

### Activity Type:

- Event/Festival: Short-term activity occurring between specific dates (e.g., 4th of July celebration, local marathon)
- Facility: Municipally-owned facility that operates some or all of the year (e.g., county historical museum, convention center)
- Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year.

### Overall Attendance:

- Total projected and estimated actual attendance recorded for event, facility or resulting from marketing activity

### Projected:

- Persons expected to participate in event/festival or visiting a facility. For marketing activity, enter the number of persons expected to visit area as result of marketing activity.

### Actual:

- Persons estimated to have actually participated in event/festival or visiting a facility. For marketing activity, enter the number of persons estimated to have actually visited area as result of marketing activity.

### Methodology:

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- Representative Survey: Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the

## 2015 JLARC Reporting Definitions

square footage of the event area by the international building code allowance for persons (3 square feet).

- Other: (please describe)

### **Total:**

- Total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility. For marketing organizations, report visitors traveling more than 50 miles to visit area

### **Out of State/Country Total:**

- Of the total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility or visit area, report projected and estimated actual number of visitors who traveled from another state or country.

### **Paid Accommodations:**

- Total projected and estimated actual number of visitors staying in paid lodging establishments such as hotels, motels, bed and breakfasts, etc.

### **Unpaid Accommodations:**

- Total projected and estimated actual number of visitors staying in unpaid accommodations such as family and friends.

### **Paid Lodging Nights:**

- Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night